

Facebook keeps delivering, a study on the ad boycott, and the key to Instagram success

AUDIO

Blake Droesch

eMarketer associate analyst at Insider Intelligence Blake Droesch discusses Facebook's latest earnings, new advertiser exclusion controls, and privacy battle with Apple. He then talks about a study analyzing last summer's Facebook ad boycott, what to make of the Oversight Board's first few rulings, and the key to success on Instagram.

US Facebook and Instagram User Growth, by Age, 2020 % change

	Instagram	Facebook
0-11	8.9%	-4.0%
12-17	2.3%	-3.7%
18-24	4.9%	-2.1%
25-34	5.6%	0.8%
35-44	8.8%	2.6%
45-54	6.2%	3.5%
55-64	4.0%	5.8%
65+	8.4%	11.5%
Total	5.8%	2.8%

Note: internet users who access their Facebook or Instagram account via any device at least once per month
Source: eMarketer, Aug 2020

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